

ORDER



Orders
Order / Rev: 710513
Alt Order #: 06300517
Product Desc: ALLI.FOR BETTER MN
Estimate: 1595
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: New Media Firm, The/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Alliance for A Better MN-Action Fund
Demographic: A25-54
Product Codes: IS-Issue/Non Ballot
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	34	\$34,000.00	\$28,900.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$34,000.00	\$28,900.00	0.00
Totals	34	\$34,000.00	\$28,900.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	23%	\$34,000.00
Market	100%	\$147,826.09

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$16,260.87
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	3%	\$4,434.78
KSTP	20%	\$29,565.22
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	1%	\$1,478.26
WCCO	39%	\$57,652.17
WFTC	3%	\$4,434.78

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	09/21/12	09/21/12	M-F 3-4p DR OZ	CM	3-4p	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		DR. OZ<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$450.00		0.00			
2	KARE	09/21/12	09/21/12	M-F 4-430p KARE 11 4 News	CM	4-430P	----F--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		KARE11NEWS@4PM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$400.00		0.00			
3	KARE	09/21/12	09/21/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		KARE11NWS-6<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$2,000.00		0.00			
4	KARE	09/21/12	09/21/12	Today Show Today Show	CM	7-9a	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		TODAY SHW<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$800.00		0.00			
5	KARE	09/24/12	09/24/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
		KARE11NWS-10<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$2,750.00		0.00			
6	KARE	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		TONITE SHW-NBC<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$800.00		0.00			
7	KARE	09/24/12	09/24/12	M-F 2-3p The Doctors	CM	2P-3P	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		DOCTORS<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$300.00		0.00			
8	KARE	09/24/12	09/24/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		KARE11NEWS@4PM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$400.00		0.00			
9	KARE	09/24/12	09/24/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		KARE11NWS-5<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$2,000.00		0.00			
10	KARE	09/24/12	09/24/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		ENT TONIGHT 30<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$1,800.00		0.00			
11	KARE	09/24/12	09/24/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		TODAY SHW<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$800.00		0.00			
12	KARE	09/24/12	09/24/12	M-F 9-10a TODAY	CM	9-10a	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		TODAY SHW2-NBC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$350.00		0.00			
13	KARE	09/22/12	09/22/12		CM	5-530P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 5-530p KARE 11 5 News Sa KARE11 NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$850.00 0.00															
14	KARE	09/22/12	09/22/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
KARE11 NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S- 1 \$750.00 0.00															
15	KARE	09/23/12	09/23/12	MN Bound MN Bound	CM	1105P-1135P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
MINN BOUND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$1,100.00 0.00															
16	KARE	09/23/12	09/23/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
KARE11 NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$1,100.00 0.00															
17	KARE	09/20/12	09/20/12	M-F 10-1035p KARE News 10p	CM	10-1035P	---T---	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
KARE11NWS-10< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---T--- 1 \$2,750.00 0.00															
18	KARE	09/20/12	09/20/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---T--- 1 \$800.00 0.00															
19	KARE	09/20/12	09/20/12	M-F 2-3p The Doctors	CM	2P-3P	---T---	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
DOCTORS< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---T--- 1 \$300.00 0.00															
20	KARE	09/20/12	09/20/12	M-F 430-5p Jeopardy	CM	430-5P	---T---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
JEOPARDY< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---T--- 1 \$900.00 0.00															
21	KARE	09/20/12	09/20/12	Today Show Today Show	CM	7-9a	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---T--- 1 \$800.00 0.00															
22	KARE	09/20/12	09/20/12	M-F 9-10a TODAY	CM	9-10a	---T---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHW2-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---T--- 1 \$350.00 0.00															
23	KARE	09/18/12	09/18/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 1 \$800.00 0.00															
24	KARE	09/18/12	09/18/12	M-F 2-3p The Doctors	CM	2P-3P	-T-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
DOCTORS< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 1 \$300.00 0.00															
25	KARE	09/18/12	09/18/12		CM	430-5P	-T-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 430-5p Jeopardy											
JEOPARDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/17/12		09/23/12	-T-----			1		\$900.00	0.00						
26	KARE	09/18/12	09/18/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
KARE11NWS-5<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/17/12		09/23/12	-T-----			1		\$2,000.00	0.00						
27	KARE	09/18/12	09/18/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/17/12		09/23/12	-T-----			1		\$1,800.00	0.00						
28	KARE	09/18/12	09/18/12	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/17/12		09/23/12	-T-----			1		\$800.00	0.00						
29	KARE	09/18/12	09/18/12	M-F 9-10a TODAY	CM	9-10a	-T-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/17/12		09/23/12	-T-----			1		\$350.00	0.00						
30	KARE	09/19/12	09/19/12	M-F 3-4p DR OZ	CM	3-4p	--W----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
DR. OZ<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/17/12		09/23/12	--W----			1		\$450.00	0.00						
31	KARE	09/19/12	09/19/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--W----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
KARE11NEWS@4PM<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/17/12		09/23/12	--W----			1		\$400.00	0.00						
32	KARE	09/19/12	09/19/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
KARE11NWS-6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/17/12		09/23/12	--W----			1		\$2,000.00	0.00						
33	KARE	09/19/12	09/19/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE11-SUNRS@6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/17/12		09/23/12	--W----			1		\$850.00	0.00						
34	KARE	09/19/12	09/19/12	Today Show Today Show	CM	7-9a	--W----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 09/17/12		09/23/12	--W----			1		\$800.00	0.00						
													Totals	34	\$34,000.00